

In the Claims:

1. (Unchanged) In a wireless telephony device including a microphone, a modulator, and an RF amplifier, the device serving to receive audio and transmit an RF signal conveying audio modulation, an improvement comprising an optical sensor having plural sensing elements and producing image signals, and a lens for imaging an object onto the sensor.

2. (Unchanged) The device of claim 1 that further includes decoder circuitry for decoding plural bit information steganographically conveyed by the object.

3. (Unchanged) An apparatus including:
a wireless telephony device including a microphone, a modulator, a display screen, and an RF amplifier, the device serving to receive audio and transmit an RF signal representing a user's voice;
an image capture device including an optical sensor having plural sensing elements, and a lens for imaging an object onto the sensor;
wherein the screen of the telephony device is used to present image data originating from the image capture device.

4. (Unchanged) The apparatus of claim 3 in which the wireless telephone device includes processing circuitry, and the same processing circuitry serves to process data from the image capture device for display by the display screen.

5. (Unchanged) The apparatus of claim 4 in which the processing circuitry comprises a CPU.

6. (Unchanged) A method of initiating purchase of an item by a consumer, comprising:

step for optically identifying a desired item; and
step for communicating an identity of said item to a remote computer.

7. (New) In a wireless telephony device including a microphone, a modulator, and an RF amplifier, the device serving to receive and transmit RF signals conveying audio data, an improvement comprising:

a display screen;
an optical sensor having plural sensing elements and producing image data;
a lens for imaging an object onto the sensor; and
a processor for discerning plural-bit data steganographically encoded within said image data.

8. (New) The device of claim 7 in which said processor also directs an action based on said plural-bit data.

9. (New) The device of claim 8 in which said action based on said plural-bit data is presenting information obtained from a remote computer on said display screen.

10. (New) The device of claim 9 in which said information is a web page.

11. (New) The device of claim 8 in which said action is establishing a telephonic link to a phone number determined by reference to said plural-bit data

12. (New) The device of claim 8 further including a GPS system for determining location of the device, and said action is a first action if the GPS system determines the device is in a first location, and said action is a second, different action if the GPS system determines the device is in a second, different location.

13. (New) The device of claim 12 in which said first action is linking from said device to a first remote system, and said second action is linking from said device to a second remote system.

14. (New) The device of claim 12 in which said first action is loading first graphic data from a remote system for presentation on said display screen, and said second action is loading second graphic data from a remote system for presentation on said display screen.

15. (New) The device of claim 7 in which said processor also directs the device to transmit at least some of said plural-bit data to a remote system for further action.

16. (New) The device of claim 15, further including a memory in which said plural-bit data is cached for later transmission to the remote system.

17. (New) A method of operating a cell phone, including:
capturing image data using a 2D image sensor included with said cell phone;
discerning plural-bit data steganographically encoded in said image data;
at least in part by reference to said plural-bit data, determining an identity of a remote system; and
establishing communication between said remote system and the cell phone thru a link that includes a cellular network.

18. (New) The method of claim 17 wherein the remote system is another cell phone.

19. (New) The method of claim 17 wherein the remote system is a computer, and the communication includes transferring graphic data from said computer for display on the cell phone.

20. (New) The method of claim 17 that further includes sensing a location of the cell phone, and determining the identity of said remote system at least in part by reference to said location.